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DeWine, Dodd to Monitor Marketing of Alcohol to Youth

Washington, D.C. – Today, U.S. Senators Mike DeWine (R-OH) and Chris Dodd (D-CT) announced their intention to monitor underage drinking trends and the extent to which alcohol industry advertising is reaching underage youth, including possibly holding a hearing on the issue. The release today of the latest report by the Center on Alcohol Marketing and Youth at Georgetown University shows that beer and distilled spirits advertising on radio in 2001 and 2002 was more likely to be heard by underage youth than by legal-drinking age adults. In addition, the Federal Trade Commission has been requested by Congress to determine if the alcohol industry has implemented the FTC's 1999 recommendations to limit the amount of alcohol advertising reaching underage youth.

"Underage drinking has devastating consequences for our children and our families," said Senator DeWine. "The latest data from the Substance Abuse and Mental Health Services Administration is a strong warning that we are not doing enough. SAMHSA reported last week that the 2001 Household Survey found more than 4 million youngsters aged 12-17 using alcohol at least once in the month before the survey, and that was an increase from 3.8 million in 2000."

"In the fight against underage drinking, we all have to live up to our responsibility," said Senator Dodd. "These new findings from the Center on Alcohol Marketing and Youth tell me that the industry advertisers need to do more to prevent the marketing of alcohol products to children. We intend to hold advertisers accountable. Our families and our children in Connecticut and Ohio and all across the nation deserve better."

Senator DeWine is chairman of the Subcommittee on Substance Abuse and Mental Health Services of the Senate Health, Education, Labor and Pensions Committee. Senator Dodd is the ranking member of the Subcommittee on Children and Families of the Senate Health, Education, Labor and Pensions Committee.

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